

**Press Release: Buy Recycled**

**For Immediate Release**

**Date:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**BUYING RECYCLED IS EASIER THAN YOU MAY THINK**

Massachusetts citizens recycle more than 38% of their trash, but recycling efforts do not end at the recycling bin or after a trip to the transfer station. **(MUNICIPALITY NAME)** residents can help conserve natural resources, reduce the burden of landfills and make our environment a safer and cleaner place by buying recycled products.

Recycled products have made great strides in the past few years. They are now comparable to products made from new materials. The following three common myths about buying recycled products are no longer accurate.

Myth #1: "Recycled products are hard to find." Recycled products can be easily found in local grocery stores and national retailers. These stores sell thousands of products made from, or packaged in recycled-content material.

Myth #2: "Recycled products cost more." Many recycled products are priced competitively with their non-recycled counterparts. In fact, some may be less expensive! It is important to comparatively shop.

Myth #3: "Recycled products are inferior in quality." Years of research and development have ensured that recycled products are the same quality, reliability, and dependability as non-recycled products. A Buy Recycled Business Alliance survey in 1996 found that 97% of respondents were pleased with the performance of recycled-content products.

Buying recycled not only helps protect the environment; it has an economic benefit as well.

Did you know that more than 19,000 jobs in Massachusetts are supported through recycling industries? These industries contribute more than \$600 million to the state's economy. A study funded by the Environmental Protection Agency found that the recycling industry in the 10 Northeastern states employs more than 100,000 people.

Ready to buy recycled? Read the label carefully! A recycling symbol does not necessarily mean that a product is made with recycled content. Look for products with a high percentage of "post-consumer recycled content".

Items such as food and beverage containers and paper products contain significant amounts of recycled material. Products such as plastic lumber, paint, carpeting, patio furniture, pencils and motor oil are now made from recycled material. Lumber, toner cartridges and auto parts are often reused or remanufactured into new products.

Buying recycled products makes cents. Take the time to read the labeling on products. This is a little effort that can make a big difference in protecting our environment and supporting a new vibrant industry in Massachusetts.

**(MUNICIPALITY)** is committed to recycling. Call **(LOCAL PHONE)** or visit **(LOCAL WEB SITE OR [WWW.Earth911.org](http://WWW.Earth911.org))** to learn more. **Municipalities should add their specific recycling information here also.**

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